

**Downtown Business District**  
**Meeting Minutes**  
**Wednesday, July 22, 2015**  
**330 Main Street, Middletown, CT**

**Attendees**

Diane Gervais (Chair)	Lieutenant Michael DeSena (Police Department)
Tom Ford (Commissioner)	Geen Thazhampallath (Parking)
Mike DiPiro (Commissioner)	William Russo (Public Works)
Marc Levin (Commissioner)	Tom Marano (Planning)
Val Scribano (Commissioner)	NEAT – Elena Villafana and Guest
	Wesleyan Representative

**Minutes**

- Motion made by Marc Levin to approve
- 2<sup>nd</sup> by Mike DiPiro
- Minutes accepted

**Treasurer's Report – Mike DiPiro**

We received and our final installment from the City of Middletown for the 2014-2015 fiscal year. Our bookkeeper will adjust the rent line item to reflect \$1,000.00 (June & July 2015) and not \$1,500.00.

- Motion to approve by Marc Levin
- 2<sup>nd</sup> by Tom Ford
- Treasurer's Report accepted.

**Maintenance Report – Tom Ford**

None

**Beautification – Diane Gervais**

See Chair Update

**Marketing – Marc Levin**

The ad campaign has been launched and now running the first two weeks of July, the first two weeks of August, and will continue through September. Tag Team Business Partners will be working on the next set of commercials in October and will be featuring two commercial spots on Better CT., to include Restaurants in October and Retail Businesses in December. The responses to the ads have been very positive to the Downtown Business District.

**Police Report – Lieutenant Mike DeSena**

The police department has been extremely busy the last couple of weeks. The road race scheduled for later today is all set and ready to go.

### **Public Works – William Russo**

The presentation for the “Park Bond” to the Common Council went well. There will be many upgrades to the parks, which will be a vital to Middletown.

- Sphere Park - restored and grass planted.
- Bikes Paths between Tuttle Rd and Newfield St will connect to MHS, Keigwin and Lawrence School.
- Pat Kidney Field - Upgrades to fields to include tennis courts.

The department is staying on top of road work, graffiti and keeping the downtown sidewalks clean.

The fireworks on Friday, July 3<sup>rd</sup> brought in a lot of restaurant business to the downtown area.

### **North End Report – North End Action Team – Elena Villafana**

Financial Literacy workshop will be held on Tuesday, August 25<sup>th</sup>

NEAT is working on promoting community organizations.

The Farmers Market is doing very well in front on It's Only Natural Market. The market is open on Friday's between 10:00a.m.-2:00p.m.

### **Planning – Tom Marano**

Tom Marano passed around two informational sheets after meeting with restaurant and retail owners. There will be volunteer committees working on ideas to promote marketing, advertising, new events and other initiatives to our downtown.

Two new businesses will be opening in “Main Street Market” this fall.

- Bella Gusta – Select oils, vinegars and giftware
- Pocketful of Posies – Gift Shop

The FEDEX planning and zoning hearing is being held tonight at the Common Council meeting.

The Bob's building would need to undergo an approximate 2million dollar renovation for building to be operational.

### **Parking Report - Geen Thazhampallath**

The parking department is adjusting to the new rate change of \$1.00 per hour both on the meters and the parking lots. The park mobile app is now available, for smart phones. The representative will be at the Chamber of Commerce meeting on Thursday, August 6<sup>th</sup> to answer any questions the businesses may have.

### **Chamber of Commerce – Cathy Duncan**

- Motorcycle Mania posters left to hand out at the DBD meeting.

### **Wesleyan University Representative –**

On Saturday, September 5<sup>th</sup> at the First Church, Wesleyan University will be providing approximately 900 freshman students a tour of downtown Middletown, to introduce them to the area, including restaurants and retail businesses. Tom Marano suggested having a parent meeting at the Inn at Middletown, to provide an informational packet of the area, along with a short video.

**Chair Update – Diane Gervais**

- Beautification – All the planters are looking great.
- Downtown Ambassadors – Have a few applications and will be setting up interviews after Labor Day.
- Gift Cards – Continuing to run smoothly. Middlesex Hospital is steadily purchasing.

After our monthly meeting ended we went into an executive session to discuss options for office security.

- Motion to adjourn by Marc Levin
- 2<sup>nd</sup> by Mike DiPiro
- Approved